

## ABSTRACT

A computer-based system and method provide truck-rental information and expertise-based guidance to facilitate a customer's reserving and renting of a truck using a communications network. The system includes a server which processes user inputs from a user's computer over a communications network and provides information responsive thereto to the user's computer over the communications network from which a service contract is generated and confirmed. The server includes a memory and programming. In the memory, a plurality of data sets is stored relating to (a) trucks which can be rented and associated rental prices for the trucks, (b) towing accessories that can be rented and towed vehicles with which the towing accessories can be used, (c) towing accessories and associated rental prices for the towing accessories, (d) expertise-based guidance relating to trucks, and (e) expertise-based guidance relating to towing accessories. The programming responds to user inputs to access the memory and provide data from respective data sets to user computer over the communications network.